

ISSUE 51 October to December 2020

# BUSINESS ZONE

A QUARTERLY NEWSLETTER



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## Director's Message

The COVID-19 pandemic brought the entire world to a grinding halt. 2020 is seen as the worst year in terms of investment. Businesses were lost and trade came to a standstill. The global economy was hit and our humanity was challenged. People across the world were forced to retreat into their shells, and yet, with the same dedication towards their work they fought back. As the year is about to conclude, we are, once again, filled with hope for a great future.

HFZA has quickly adapted to the new normal and has emerged stronger than ever. During this challenging period, we ensured the health and safety of our staff

and everyone else associated with us by introducing precautionary measures and encouraging our investors to use our online services for requests and queries. We responsibly adopted the best practices and continue to be alert to the latest updates. I am proud and inspired by the way our organization has risen to this challenge - with dedication, resilience and courage.

Having said that, let me now direct your attention to the successes that fueled our passion even during these unprecedented times. International companies, like Alucor, Lamprell, Orient Source of Hong Kong Group of Companies, Green Petrochem, Arab India Spices, Italian Dairy Products, and GAC Sharjah announced their expansion plans within Hamriyah Free Zone.

Coronavirus did not dampen our enthusiasm to transform the way global trade is done - and you will see it in the success stories that make this entire issue. Our participation in the international events last year until the lockdown has paid off and we are continuously recognized as the leading free zone in the Emirates.

Even though the times have changed, what has not changed at HFZA is our commitment to our business and investors. And that alone shall keep yielding extraordinary results in favor of our employees, stakeholders, investors, and customers for years to come.

**Saud Salim Al Mazrouei**  
Director, HFZA



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# CONTENTS



**06**  
**Alucor leased 555,418 sq ft of inner harbor quayside land at Hamriyah Free Zone to expand operations**

**07**  
**Arab India Spices invested 200 million Dhs in Hamriyah Free Zone**



**08**  
**Italian Dairy Products doubled its factory in Sharjah Food Park**

**10**  
**GAC Sharjah opens a new branch in Hamriyah Free Zone**



**13**  
**HFZA organized a B2B meeting in Kochi**

**04**  
Orient Source HK Ltd. launched Multi-functional Offshore & Repair Facility in Hamriyah Free Zone

**05**  
Green Petrochem announced an expansion plan in Hamriyah Free Zone

**09**  
Hamriyah Free Zone's investors exhibited at Gulfood 2020

**11**  
HFZA signed a strategic partnership with Lamprell

**12**  
HFZA participated in SteelFab 2020

**14**  
HFZA met entrepreneurs in Calicut

**15**  
HFZA exhibited at the Plastivision India

**16**  
A Delegation from Victoria Bank, Kenya, visited Hamriyah Free Zone

**17**  
Sharjah Driving Institute signed MoU to set up driving training units in Hamriyah Free Zone and Sharjah Airport Free Zone

**18**  
HFZA launched a Disinfection Drive

**19**  
Hamriyah Free Zone offers Warehouse of 200 sqm.

**20**  
Sharjah ranks among world's high-growth start-up ecosystems

**21**  
Bodour Al Qasimi, first Arab woman to be appointed president of International Publishers Association

**22**  
Sharjah Police launch mobile media centre





OIL &amp; GAS



## Orient Source HK Ltd. launched Multi-functional Offshore & Repair Facility in Hamriyah Free Zone

Orient Source Hong Kong Group of Companies (OSHK), the international commodity trader and project investor, launched its state-of-the-art 247,570 sq. ft. Multi-Functional Offshore & Repair Facility at the Port of Hamriyah in Sharjah along with a Trading Platform with Hamriyah Free Zone. The inauguration of the new facility was announced during a signing ceremony between H.E. Saud Salim Al Mazrouei, Director of HFZA, and Alistair Sean Jeffries, CEO of OSHK, in the presence of senior directors from both entities.

The new facility will be known as BIG Energy Petroleum Marine & Infrastructure FZC (BIG) and will specialize in the Oil, Gas and Marine Sector as well as conducting and managing a boutique Petroleum Trading Platform for all majors. It will also undertake Infra & Energy Projects within the UAE and other GCC Countries.

BIG will construct and commission a new state-of-the-art Multi-Functional and Fully Integrated Offshore and

Repair (MFOR) involving the following core activities: oilfield equipment repair, remanufacture, testing and recertification, pump rebuild and testing, upgrades of on/offshore rigs & vessels, engineering services, field services, repairs and new builds – oil & gas, leasing, storage, sale and purchase of oil & gas spares, supplies yard and stores, infra project work, marine management, port-led infrastructure & development projects, testing facility with certifications and approvals for oil & gas, petroleum trading, manufacturing, and other related verticals.

Commenting on the occasion, Al Mazrouei said, “The new facility comes at a time when Sharjah is doing its utmost to attract quality investments that add value to the Emirate’s business environment, in line with the directives of H.H. Dr. Sheikh Sultan Bin Mohammad Al Qasimi, Supreme Council Member and Ruler of Sharjah.”

“Hamriyah Free Zone’s diverse services, along with its sophisticated infrastructure and modern facilities were the main reasons behind being selected over other free zones. We are not only offering tax exemptions and easy access to regional and international markets, but also a single-window operation, 100 percent foreign ownership of business and repatriation of 100 percent capital and profits, and many other world-class facilities and services for investors looking to establish their business in the UAE and operate with the support of a customer-friendly free zone” he noted.

Jeffries stated, “Through our new facility, we are looking forward to strengthening our presence in the Middle Eastern markets launching from Hamriyah Free Zone, which enjoys unique potential and resources and delivers value-added service.”



OIL &amp; GAS



## Green Petrochem announced an expansion plan in Hamriyah Free Zone

Green Petrochem signed a lease for a 200,000 sq. ft. plot of land to boost its storage capacity and meet the growing demand for its services. The agreement was signed by Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority, and Anish Vijapura, Managing Director of Green Petrochem, at Hamriyah Free Zone premises. A number of senior officials from both entities attended the event.

Green Petrochem meets its customers’ demand with a different range of petroleum and petrochemical products. Its quality and service delivery system is responsive, reliable, and related to today’s fast-moving business environment. In addition to its main storage facility in the free zone, the company is looking to bolster its operations by establishing additional storage facilities and is targeting a future-storage capacity of 150,000 cbm.

Speaking on the occasion, Al Mazrouei said: “We are keen to provide Green Petrochem with top-notch quality services within an ideal environment that helps them grow, thrive like never before, and achieve their ultimate business goals.”

For his part, Vijapura emphasized that Green Petrochem has selected Hamriyah Free Zone in particular to expand its activities given its competitive advantages, which perfectly meet its expansion strategy, especially when it comes to shipping services and logistical facilities. He added that the deal builds on Petrochem’s strategic partnership with HFZA and opens up a new chapter of cooperation toward achieving the common goal, lauding the free zone’s world-class services being provided to the company, which facilitate and speed up its business.

**“We are keen to provide Green Petrochem with top-notch quality services within an ideal environment that helps them grow, thrive like never before, and achieve their ultimate business goals.”**

**- Saud Salim Al Mazrouei**

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MARINE  
SERVICES

## Alucor leased 555,418 sq ft of inner harbor quayside land at Hamriyah Free Zone to expand operations

The Hamriyah Free Zone Authority (HFZA) has signed an agreement to lease over half-a-million square feet to Alucor, the international engineering, procurement, and construction contractor. Under the agreement, Alucor leased 555,418 sq. ft. of the inner harbor quayside land in the free zone to expand its operations in the region.

Alucor was founded in the UAE and has over 30-year of experience in oil and gas, petrochemicals, ports and marine, power and water, mining and metallurgy in addition to infrastructure industries and market segments.

Saud Salim Al Mazrouei, Director of the HFZA, and Suresh Bhatia, Chairman of Alucor, signed the lease agreement during a ceremony held at HFZA office in the presence of senior officials and directors from both sides.

“Despite the current global economic conditions, the HFZA has proven its ability to attract investments from all sectors, thanks to the numerous competitive benefits we offer, which prompt such companies to have a presence in Sharjah and to use it as a centre for expanding its operations in nearby and distant markets,” Al Mazrouei said.

**“Despite the current global economic conditions, HFZA has proven its ability to attract investments from all sectors, thanks to the numerous competitive benefits we offer, which prompt such companies to have a presence in Sharjah and to use it as a centre for expanding its operations in nearby and distant markets,”**

- Saud Salim Al Mazrouei



FOOD PARK



## Arab India Spices invested 200 million Dhs in Hamriyah Free Zone

HFZA welcomed Arab India Spices, the world's second-largest pulses processor, at its Sharjah Food Park, where it built 12 silos with total investments of AED 200 m. The grain storage warehouses will have an operating capacity of 52,000 metric tons of pulses at a time. The project was announced during a ceremony held at HFZ's premises in the presence of Sheikh Khaled bin Abdullah bin Sultan Al Qasimi, Chairman of HFZA, Saud Salim Al Mazrouei, Director of HFZA, Harish Kumar Lal Tahiliani, owner of Arab India Spices, as well as senior officials from both sides.

The 12 grain storage warehouses will be built over a total area of 300,000 square feet in the food park and would be the biggest in the MENA region, enough to cater to the whole of the UAE for six full months. Al Mazrouei said, “The global leader in the pulses and Arab India Spices industry will definitely achieve significant gains, thanks to HFZA's competitive services and facilities, which will help it develop and augment its investments.”

For his part, Harish Kumar Lal Tahiliani said, “The competitive services offered

by Hamriyah Free Zone perfectly meet our expansion requirements, especially its shipping and logistical facilities, which match the highest international standards. The project's launch is promising and once inaugurated, it will shoot up our investments in the UAE from AED 350 million to AED 500 million, a growth of 43 percent.” He also added that if more silos and warehouses are built, they will be used to store rice, wheat, and grains.

**“The global leader in the pulses and spice industry will definitely achieve significant gains, thanks to HFZA's competitive services and facilities, which will help it develop and augment its investments.”**

- Saud Salim Al Mazrouei







FOOD PARK



## Italian Dairy Products doubled its factory in Sharjah Food Park

The Hamriyah Free Zone Authority (HFZA) has reinforced its reputation and status as a prominent destination for foodstuff industries in the region after the Italian Dairy Products factory, headquartered at Sharjah Food Park, doubled up the total size of its factory to 26,000 sq. ft., with an eye on further expansion in the Emirati and Gulf markets, making the new factory one of the largest Italian dairy factories across the UAE.

Al Mazrouei commended the factory's important role in providing high-quality foodstuff at affordable prices, thanks to the implementation of smooth and innovative mechanisms throughout the production process. Italian Dairy Products factory is one of the UAE's largest factories for producing Italian cheese using fresh cow's milk brought from the national farms in the UAE. The factory consumes some 4,800 tons of milk annually to produce about

500 tons of fresh Italian cheese, such as mozzarella, burrata, scamorza, and ricotta.

Leo Condemi, General Manager of Italian Dairy Products factory, said: "Having witnessed the increasing demand for products made with high-quality local ingredients mixed with innovative Italian expertise, we made the decision to double up the factory area. This new expansion will help us boost our production and operational capacities."

Hailing the top quality of local milk products that form an integral part of producing Italian cheese, Condemi affirmed that the Italian Dairy Products factory is one of the few factories in the region that uses local milk in manufacturing its products, enabling it to produce the finest fresh Italian cheese.

**Since 2009, Italian Dairy Products FZC is manufacturing different types of mozzarella like ciliegine, bocconcini, treccia, nodini, sfoglia and other varieties of fresh cheese such as burrata and ricotta. They also make varieties of mozzarella for pizza and scamorza in both natural and smoked flavor.**



FOOD PARK



## Hamriyah Free Zone's investors exhibited at Gulfood 2020

Hamriyah Free Zone's investors, namely, Crisp Food International LLC FZC, International Traders FZC, Safa International FZE, Gourmet Middle East FZC, and Usha Edible Oil LLC FZE exhibited at Gulfood, one of the most inspirational and impactful food shows in the world, from 16th to 20th February 2020 at CC 7-6, Concourse 2, Dubai World Trade Centre.

That some of Hamriyah Free Zone's finest brands participated in the greatest expo on food and food industry accentuated the significance of Sharjah Food Park complex, the region's largest section dedicated to food and commercial industries and spread over a total area of more than 11 million sq. ft. in Hamriyah Free Zone.





GLOBAL  
LOGISTIC  
PARK

## GAC Sharjah opens a new branch in Hamriyah Free Zone

GAC Group, an established Swedish shipping and logistics company known for its world-class logistics, freight forwarding, and marine services globally has opened a new full-fledged branch at the Hamriyah Free Zone. This expansion plan to boost its presence in the region coincided with the golden jubilee of its base in Sharjah, which was established in 1969.

The inauguration ceremony was attended by Saud Salim Al Mazrouei, Director of HFZA; Bjorn Engblom, Executive Chairman and Trustee - GAC Group; Fredrik Nystrom, Vice President - Middle East Region, GAC Group; Rajesh Moorjani, General Manager - GAC Sharjah, in addition to several senior officials. Owing to HFZA's strategic location, the new branch shall be able to provide a range of additional shipping, logistics, and warehousing services to a larger customer base.

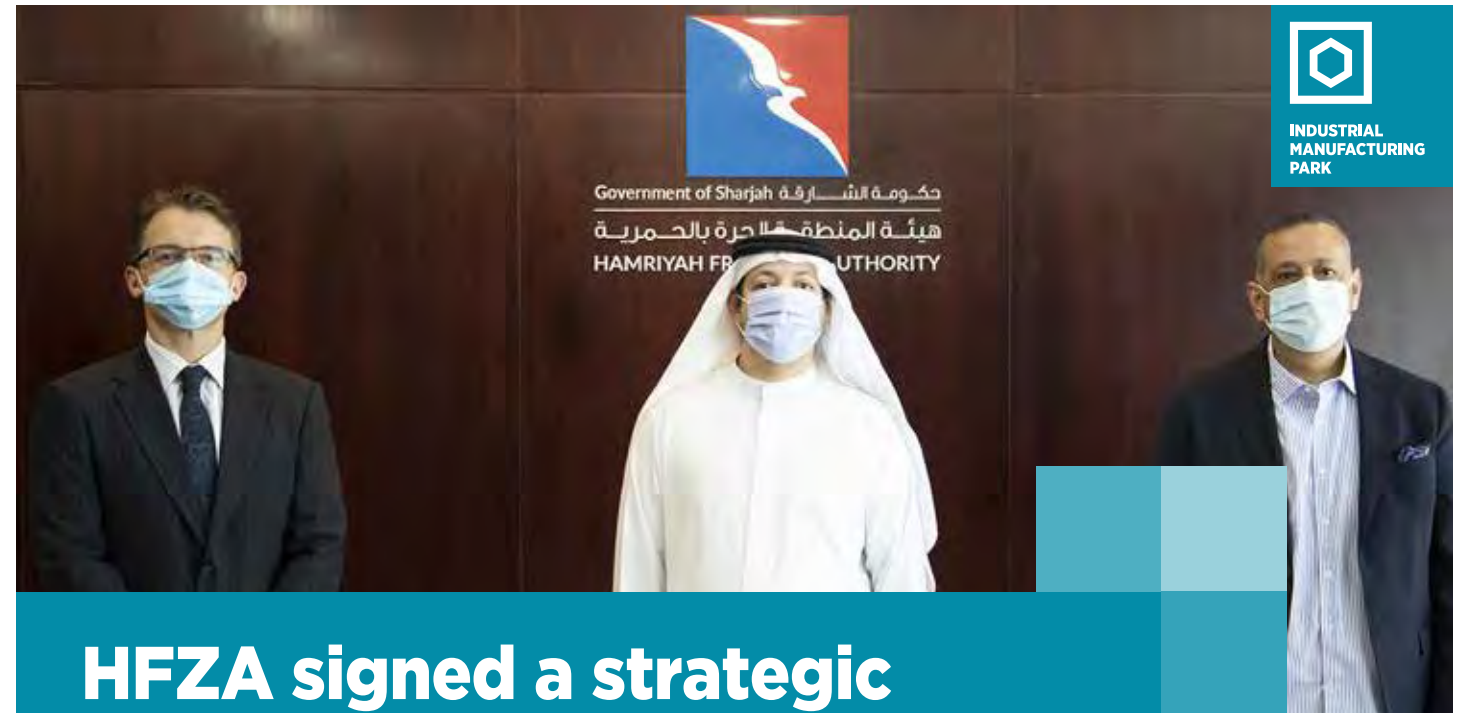
Al Mazrouei congratulated GAC Sharjah on its 50th anniversary. He further said, "Opening the new branch at the Hamriyah Free Zone comes at a time when Sharjah is redoubling its efforts to attract huge investments that would

add momentum to the emirate's business environment."

Engblom said, "Since we already carry out most of our shipping, clearance, and logistics operations at the Hamriyah Free Zone, we made the right choice by opening a new office there. It offers an ideal environment conducive for business growth, modern infrastructure, proximity to an international airport, modern and well-connected road networks, and sophisticated communication channels that allow for the speedy movement of goods. This is what we are looking for. We will be able to grow and expand across all levels."

**"Opening the new branch at the Hamriyah Free Zone comes at a time when Sharjah is redoubling its efforts to attract huge investments that would add momentum to the emirate's business environment."**

- Saud Salim Al Mazrouei

INDUSTRIAL  
MANUFACTURING  
PARK

## HFZA signed a strategic partnership with Lamprell

Hamriyah Free Zone Authority (HFZA) has signed a strategic partnership agreement with Lamprell, the leading provider of fabrication, engineering, and contracting services to the offshore and onshore oil and gas and renewable energy industries. Under the agreement, Lamprell will lease an additional 1.36 million sq. ft. of land inside the free zone to continue to improve its efficiencies and support the delivery of its strategic objectives.

Saud Salim Al Mazrouei, Director of HFZA, and Alex Ridout, Company Secretary and General Counsel of Lamprell, signed the agreement during a ceremony held at the premises of Hamriyah Free Zone in the presence of several senior officials and directors from both sides. Saud Al Mazrouei said, "This is further testimony to HFZA's growing status and reputation as a leading hub of foreign investments". Al Mazrouei emphasized that Lamprell's expansion at Hamriyah Free Zone despite the current global economic conditions highlights the great confidence placed in the free zone, home to major companies

specializing in heavy industries.

Lamprell, which is listed on the London Stock Exchange, has over 40 years of experience and employs more than 4,000 people across multiple units, with its primary facilities located in Hamriyah, Sharjah. In 2011, the Group expanded its operations in Hamriyah Free Zone with the opening of new facilities specializing in constructing jack-up drilling rigs and fabricating jacket foundations for turbines and cranes required for land and marine fields, wind fields, and other energy production facilities.

"Lamprell's decision to expand in the free zone is a step in the right direction as we are committed to providing all forms of support to our partners to empower their operations and the quality of their services," HFZA's director stated. Ridout said, "Our expansion inside Hamriyah Free Zone will allow us to improve our production efficiency significantly. Throughout Lamprell's journey alongside HFZA, they have been with us every step of the way: a real business partner."

**"Our expansion inside Hamriyah Free Zone will allow us to improve our production efficiency significantly. Throughout Lamprell's journey alongside HFZA, they have been with us every step of the way: a real business partner."**

- Alex Ridout



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INDUSTRIAL  
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PARK



## HFZA participated in SteelFab 2020

Sheikh Khaled Bin Abdullah Bin Sultan Al Qasimi, Chairman of Hamriyah Free Zone Authority, inaugurated the 16th edition of SteelFab, Middle East's largest trade show for the metalworking, metal manufacturing, and steel fabrication industry, organized by Sharjah Expo Centre and supported by Sharjah Chamber of Commerce. HFZA exhibited from 13th to 16th January 2020. The event was attended by HE Saud Salim Al Mazrouei, Director of Hamriyah Free Zone Authority, HE Abdullah Sultan Al Owais, Chairman of Sharjah Chamber of Commerce and Industry, HE Saif Mohammed Al Midfa, CEO of Expo Centre Sharjah, and other senior officials and members of the diplomatic corps and key representatives of the industry.

The 4-day expo saw the participation of more than 700 companies from more than 35 countries. The other HFZA officials who attended the event were Ali Al Jarwan, Deputy Executive

Commercial Director, Charleson Daniel, Commercial Manager, Ajeeb Moidunni, Head of Customer Service, Muhamed Basheer, Head of Overseas Promotion, Ashik KP, Senior Sales Executive, Omar Rashid Al-leem, Head of Sales, Geomon George, Asst. Head for Business Development, Habishmon Khalidkuty, Senior Sales Executive, Yuliya Dubina, Sales Executive, Cristina dela Cueva, Marketing Executive, Manju Mehla, Business Development Executive, and Mansi Sutrave, Senior Customer Support Executive.

SteelFab 2020 was an ideal platform to highlight Sharjah's unique investment environment and the competitive advantages provided by the Emirate to steel and metal companies. "Through our participation, we will be focusing on attracting major regional and international companies operating in the steel and metal industry to HFZA," the authority affirmed.

**"Through our participation, we will be focusing on attracting major regional and international companies operating in the steel and metal industry to HFZA."**

- HFZA Authority



## HFZA organized a B2B meeting in Kochi

HFZA attended an exceptional business meeting titled, 'Doing Business with UAE' on 24th February 2020 at Marriot Hotel in Kochi organized in cooperation with the Federation of Indian Export Organizations. Ali Al Jarwan, Deputy Executive Commercial Director, Muhamed Basheer, Head of Overseas Promotion, and Habishmon Khalidkuty, Senior Sales Executive, demonstrated the advantages of investing in Sharjah to more than 200 participants in the conference.



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## EVENTS



## HFZA met entrepreneurs in Calicut

HFZA successfully concluded its visit to Kerala with an expanded business meeting held in Calicut on 27th February 2020 at the Taj Gateway Hotel in cooperation with the Malabar Chamber of Commerce. Themed on 'Explore Expansion of Business Globally', this B2B meeting was attended by the representatives of the city's private sector and a number of Indian companies interested in expanding their businesses in the region's market.

Ali Al Jarwan, Deputy Executive Commercial Director, Muhamed Basheer, Head of Overseas Promotion, and Habishmon Khalidkuty, Senior Sales Executive, introduced the delegates to HFZA's exceptional services and promising investment opportunities.



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## EVENTS



## HFZA exhibited at the Plastivision India

HFZA exhibited at what can only be hailed as one of the top 10 plastic industry events globally. Plastivision India was organized by the All India Plastic Manufacturer's Association (AIPMA) from 9th - 13th February 2020 at Bombay Exhibition Centre, Mumbai, India. The only trade fair exhibition from the plastic industry approved by UFI (the premier Paris-based exhibition authority), it attracted leading companies from all over the world.

Charleson Daniel, Commercial Manager, and Geomon George, Asst. Head for Business Development, who represented HFZA were overwhelmed by the response they received at the event and the huge business potential it entailed.







## A Delegation from Victoria Bank, Kenya, visited Hamriyah Free Zone

Senior officials from Victoria Bank, Kenya, and Nimai Consultants visited Hamriyah Free Zone on 29th January 2020. TV Ramesh, Chief Finance Officer, and Charleson Daniel, Commercial Manager, attended this meeting intended for mutual

cooperation. The delegation discussed with the officials the various investment opportunities, policies, and the significance of Hamriyah Free Zone to their country's economy.



## Sharjah Driving Institute signed MoU to set up driving training units in Hamriyah Free Zone and Sharjah Airport Free Zone

The Sharjah Airport International Free Zone (SAIF Zone) and the Hamriyah Free Zone Authority (HFZA) signed two Memorandums of Understanding (MoU) with the Sharjah Driving Institute (SDI) aimed at developing two driver training units in both zones.

The move comes as part of enhancing cooperation between both parties to achieve their common objectives, including strengthening public-private partnerships and providing distinctive and highly efficient services to achieve their aspirations.

Thabet Al-Tarifi, Chairman of the SDI, and Saud Salim Al Mazrouei, Director of HFZA and SAIF Zone, signed the MoU in the presence of Tariq Al Saleh, Chief Executive Officer, SDI, Habishmon Khalidkutty, Senior Sales Executive, and Yuliya Dubina, Sales Executive, and a number of officials from both sides.

Commenting on the signing, Thabet Al-Tarifi said, "The agreement reflects our commitment to enhance public-private partnerships for

providing outstanding services in accordance with the SDI's strategy aimed at expansion across the emirate within a distinctive work system."

Under this agreement, the SDI will be developing two training units fully equipped with all tools and devices for those wishing to obtain a driving license. This comes as part of the SDI's plans to help qualify drivers by providing them with the necessary skills and safety instructions in accordance with the highest training quality standards.

Saud Salim Al Mazrouei said, "The signed agreements come within the framework of the Sharjah Seaports, Customs and Free Zones Authority's strategy and objectives. We are looking forward to achieving fruitful cooperation with the SDI, which provides a wide array of value-added services for investors and customers. We'll provide all facilities for this unprecedented service in the free zones to help save the time and effort of our investors and customers."



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## EVENTS

## Al Qalaa Elementary School visited Crispo

KG students from Al Qalaa Elementary School visited the beloved chocolate brand, Crispo, on 26th February 2020. 30 KG students and 3 teachers were given a tour of the aromatic factory at HFZA, delighting the kids to no end.



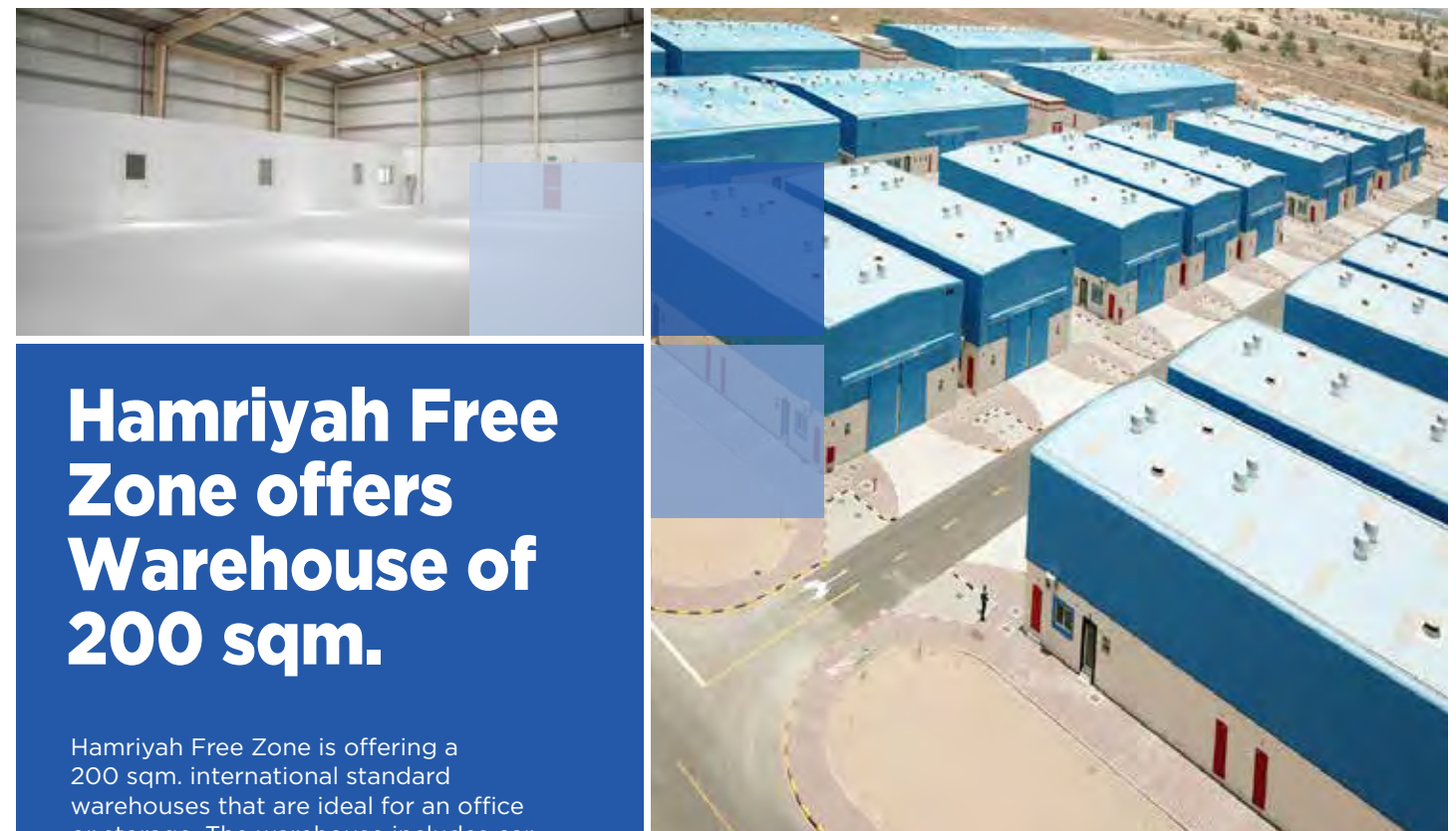
## HFZA launched a Disinfection Drive



HFZA had launched a disinfection drive to sterilize all its facilities in cooperation with the Sharjah Environment Company, Bee'ah. The sterilization campaign covered the Authority's Head Office, Hamriyah Port Office, and Hamriyah Port Customs Office as well as main and service roads, various internal and external facilities, and offices. Highly effective disinfectants, according to the international standards, were utilized in the process.

The drive was in line with the HFZA's precautionary measures to prevent the spread of coronavirus and to safeguard the health and safety of its employees and customers. It was also in line with the National Disinfection Programme.

## WAREHOUSE



## Hamriyah Free Zone offers Warehouse of 200 sqm.

Hamriyah Free Zone is offering a 200 sqm. international standard warehouses that are ideal for an office or storage. The warehouse includes car parking bays, offices, lavatories, and pantry space.

The strategic location of Hamriyah Free Zone that connects 3 continents, thereby giving investors direct access to the niche markets, makes it the most sought-after free zone in the Emirates.





## Sharjah ranks among world's high-growth start-up ecosystems

Sharjah has ranked the top in high growth activation phase ecosystems in the newly launched Global Startup Ecosystem Report (GSER). According to the Global Startup Ecosystem Report, launched by policy advisory and research organisation Startup Genome, an activation phase ecosystem is characterised as having 1,000 or fewer start-ups.

The report says an activation phase ecosystem's objective is to pick start-up subsectors "that build on local economic strengths and develop focused programmes to accelerate ecosystem growth and develop pockets of success leading to sizeable exits".

Sharjah also ranked among the top 20 in Africa and the Middle East for "Bang for Buck" and among the top 30 in the region for having affordable talent.

"We look forward to further advancing Sharjah's reputation as a vibrant start-up hub - one that is home to high-impact ventures that contribute to our

communities and the growth of our economy," Najla Al Midfa, chief executive of the Sharjah Entrepreneurship Centre (Sheraa), said. The global start-up economy remains large, creating nearly \$3 trillion (Dh11tn) in value, a figure on par with the gross domestic product of a G7 economy, according to Startup Genome.

The Covid-19 pandemic poses several challenges to global start-ups, including rampant layoffs and the "double whammy" of a drop in consumer demand coupled with waning venture capital investments, leading to a capital crunch.

"While we see early signs of a rebound in Asian ecosystems - nothing like a return to normal, but a slowdown of the drop - the start-up economy is going through a major transition," Startup Genome said.

Globally, the report ranked Silicon Valley as the world's top global start-up ecosystem in 2020, followed by New York in a tie with London, while Beijing and Boston rounded up the top five.



## Bodour Al Qasimi, first Arab woman to be appointed president of International Publishers Association

Sheikha Bodour bint Sultan Al Qasimi has become the first woman in the Arab world to be appointed President of the International Publishers Association (IPA) since the founding of the organisation in 1896. The announcement was made yesterday at the IPA General Assembly Congress (GAC) held virtually via Zoom platform.

With her appointment as IPA President, Sheikha Bodour becomes the second woman globally to occupy the position after Ana

Maria Cabanellas of Argentina who had served as Vice President and President of the Association from 2004-8. She will be assuming the position officially in January 2021.

Sheikha Bodour's continuous efforts in boosting Sharjah's onward journey of cultural development by enhancing its publishing landscape played a vital role in the selection of Sharjah as the UNESCO World Book Capital 2019, whose Advisory Committee she headed.



## Sharjah Police launch mobile media centre



Sharjah Police have launched a media mobile centre to effectively monitor emergency events in the emirate. The mobile centre is equipped with the latest electronic equipment to provide video material and live coverage effectively from incident sites to support decision-makers operating in the field.

Major General Saif Al Ziri Al Shamsi, Commander-in-Chief of Sharjah Police, said the move reflects the leadership's endeavour to keep pace with the tremendous media boom that the world is witnessing, in spreading awareness and transmitting information to community members transparently. This emanates from Sharjah Police's keenness to give the public the full facts when publishing any news or information pertaining to security, to prevent the spread of rumours, and to spread reassurance among members of society, especially with the spread of social media.

Brigadier Hudeib explained that the centre is the first of its kind at the level of security agencies, and is dedicated to the media response related to on-site crises and major incidents, being an official source of transparent and accurate information for other media outlets and media professionals

He said that the centre serves as a significant link and field liaison between the police and media outlets' audiences. "The centre operates according to standardised operational procedures provides audiovisual media information to customers of the Police media department, in response to major emergency notifications and situations that are reported and handled by the media," adding that it also provides timely and prompt response to emergency media notifications. "The centre is operated by a highly skilled cadre of police personnel, who work together as one team while handling emergency media events," he added.

He emphasised that the centre has contributed to better organising the process of taking live footage at the various major or minor incident sites, and provides the opportunity to take advantage of the footage material and photos for study and analysis.



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